

# 2018 ANNUAL REPORT

DSM USA



Advanced the creation  
of certifying a  
**MEGASITE**   
to further the regional economy

Won **33 awards** from the  
International Festivals and  
Events Association

Produced **5 Downtown events**:

- World Food & Music Festival
- Downtown Farmers' Market
- Des Moines Arts Festival®
- Out to Lunch
- Winter Games


Partnered on  
**Brenton Skating Plaza**

Partnered on **Historic East  
Village Holiday Promenade**

 Announced 2019  
**DSM Book Festival**

Global DSM: International  
Talent Strategy  
**assisted 35+ foreign-born  
professionals**  
with career guidance

Advanced Regional  
Economic Development:

Assisted with  
 **1,341**  
**new jobs created or retained**  
at DSM companies

Assisted with **26** existing business  
expansions

Assisted with **10** new company  
locations

Assisted with securing  
capital investment of

**\$1.3 BILLION**

Partnered with the  
City of Des Moines on a new  
**Downtown marketing campaign**

**75**  **25**

Progression of **EDGE 75x25**  
goal to increase working-age  
adults who have completed a  
post-secondary experience:  
**Goal: 75% by 2025**  
**Current: 65.3%**

Connected with

**1,453**



prospective candidates  
for DSM USA jobs at  
**42 recruiting events**  
and **29 colleges**

Connected with

**11,668**

prospective candidates  
for DSM USA jobs through  
**8 virtual career fairs**  
across the country

The DSM Fellowship  
Program launched with:

**24** Fellows

+

**14** companies  
represented



Partnered on the  
creation of **Code DSM**,  
a coding academy to  
help residents gain  
tech skills to meet  
workforce needs

Welcomed  
**27 NEW INVESTORS**  
to The Partnership

Welcomed the  
**Knoxville Chamber  
of Commerce**

The Partnership proudly  
partners with:  
**24** Affiliates  
**6,400** Members  
**340+** Investors

Enhanced the vibrancy of  
**DOWNTOWN DSM:**

Assisted in advancing  
a regional **water trails  
plan**, including major  
transformational  
Downtown riverfront  
updates

Assisted in fundraising  
and groundbreaking of  
**Lauridsen Skatepark**  
Assisted with progress  
toward a **Downtown  
Public Market**



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200+

DSM delegates visited D.C. to advocate for the region with one voice

Hosted

**10 policy forums**

focusing on congressional and gubernatorial elections

Assisted in activating a

**Downtown Retail Strategic Plan**

to drive Downtown's future

Advanced **state priorities** including Future Ready Iowa, water quality and tax reform

Amplified DSM USA story loud, bold and broad with



5,335

media placements in **15 countries**

**322% increase** in unique visitors to The Partnership's websites

**139 million impressions** of **#DSMUSA**

Advanced Downtown Economic Development:



**5** business expansions



**5** new business locations



**\$311 MILLION**

capital investment



**673** new or retained jobs

Advanced creation of a new **small business jobs report** to help grow small businesses

Launched **Synchronist Main Street** program with **27 company interviews**

Created a **succession-planning team** for small businesses

Completed a **5-year SSMD renewal process** for Operation Downtown to ensure a safe, clean and beautiful Downtown DSM

Launched a targeted national digital marketing campaign leading to:



**3 MILLION**

**impressions** from economic development audiences



**7.3 MILLION**

**impressions** from prospective talent audiences

**32**

economic development conversions

**146**

talent attraction conversions



Established new programming to help small businesses embrace online selling

Hosted

**1,000+ CHAMBER OF COMMERCE**

industry leaders from around the world at Association of Chamber of Commerce Executives (ACCE) Annual Convention

**\$13.9 MILLION**



**CAPITAL RAISED**

by DSM startup companies



Advanced creation of **Mentor Connection Program** designed to support small businesses and startups

Partnered in advancing **Capital Crossroads** priorities including workforce housing, storm water management, mental health, recreation and inclusion

Partnered in advancing **Cultivation Corridor**